

No. 5, A.]

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CHAPTER 219

AN ACT to amend 23.09 (7) (1) of the statutes, relating to state advertising of conservation and recreation.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

23.09 (7) (1) of the statutes is amended to read:

23.09 (7) (1) To collect, compile and distribute information and literature as to the facilities, advantages and attractions of the state, the historic and scenic points and places of interest within the state and the transportation and highway facilities of the state; and to plan and conduct a program of information and publicity designed to attract tourists, visitors and other interested persons from outside the state to this state; also to encourage and co-ordinate the efforts of other public and private organizations or groups of citizens to publicize the facilities and attractions of the state for the same purposes. Any contracts engaging a private agency or agencies to conduct any publicity program hereunder shall * * * *reserve to the commission the right to terminate the contract if in the discretion of the commission the service is unsatisfactory.*

Approved June 2, 1953.
